www.WhyAbe.com Supplier Manual

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WHYABE™ Free Commerce

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wdorn@whyabe.com wdorn@sourceoneinc.com

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WhyAbe.com Overview

WhyAbe.com is an automated on-demand procurement portal and collaborative marketplace that can be used by any organization in any industry. WhyAbe is owned and operated by a leading Procurement Service Provider, Source One Management Services, LLC, and is provided on the Web at no cost to any user. WhyAbe supports Request for Proposals, Request for Information, two different types of Reverse Auctions, a Contract Management Repository and provides free stores for suppliers to sell and market their products, services and excess inventory. Suppliers can benefit by gaining prospective new clients that they may have otherwise never have reached.

Registering as a Supplier

1.) Benefits

- Registering as a supplier on WhyAbe.com is fast, easy, and free.
- Suppliers have the ability to get listed in the WhyAbe.com supplier directory. Buyers will be able to search for suppliers and contact them directly through the "Find Supplier" tool as well as when they create RFX events.
- Suppliers also have the ability to create an "About Me", highlighting a brief profile of their company
- Suppliers on WhyAbe.com are given a free basic store in which they can list up to 11 products or services for sale at no cost. WhyAbe does not charge for listing, hosting, or transaction fees like most other sites.

2.) Registering

- Registering to use WhyAbe is Free.
- Simply go to http://www.whyabe.com/conregister.php (or follow the links from the homepage)
- You will be asked to fill out a basic profile form:

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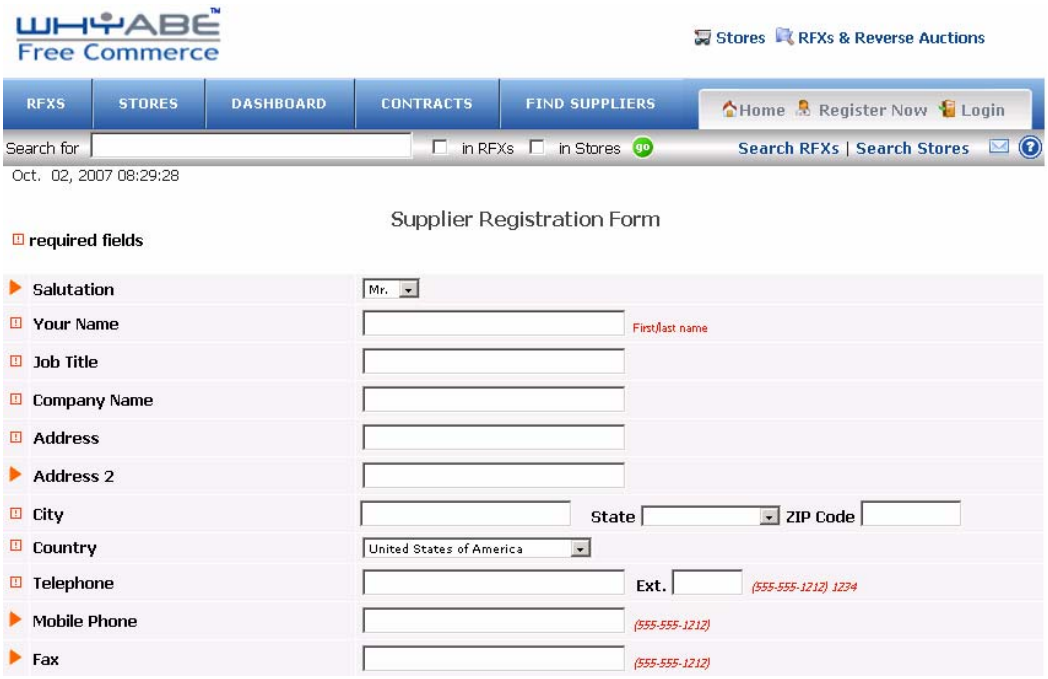
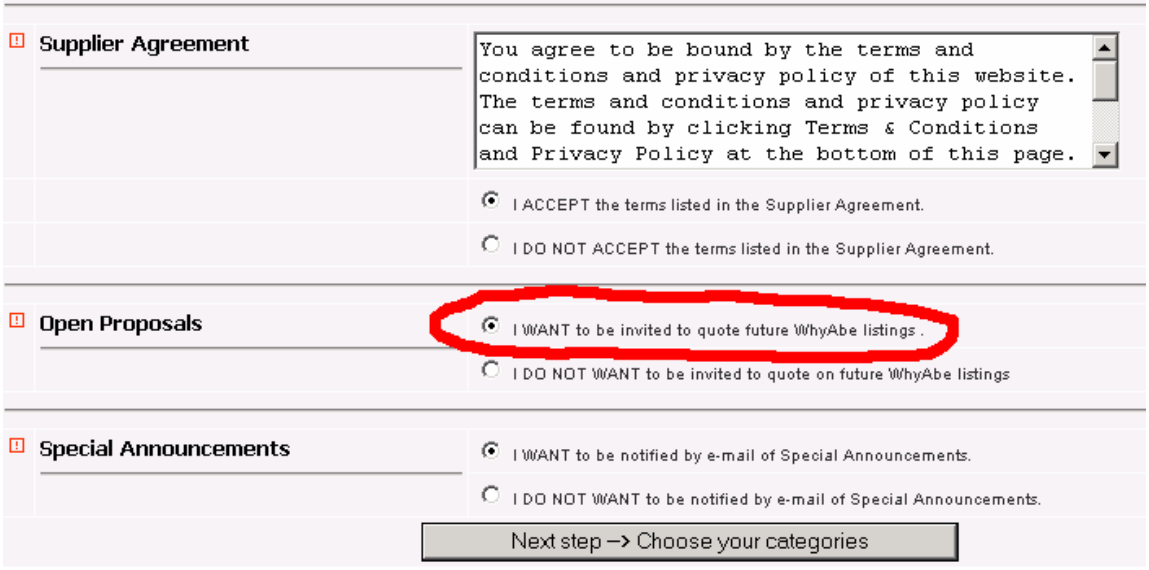


- If you would like to be invited to future RFX events from prospective new customers, you must choose to be invited to open proposals


Supplier Agreement
You agree to be bound by the terms and conditions and privacy policy of this website. The terms and conditions and privacy policy can be found by clicking Terms & Conditions and Privacy Policy at the bottom of this page.
I ACCEPT the terms listed in the Supplier Agreement.
I DO NOT ACCEPT the terms listed in the Supplier Agreement.
Open Proposals
I WANT to be invited to quote future WhyAbe listings .
I DO NOT WANT to be invited to quote on future WhyAbe listings
Special Announcements
I WANT to be notified by e-mail of Special Announcements.
I DO NOT WANT to be notified by e-mail of Special Announcements.
Next step –> Choose your categories

- The next step in registration is to select the products or services that your organization offers.

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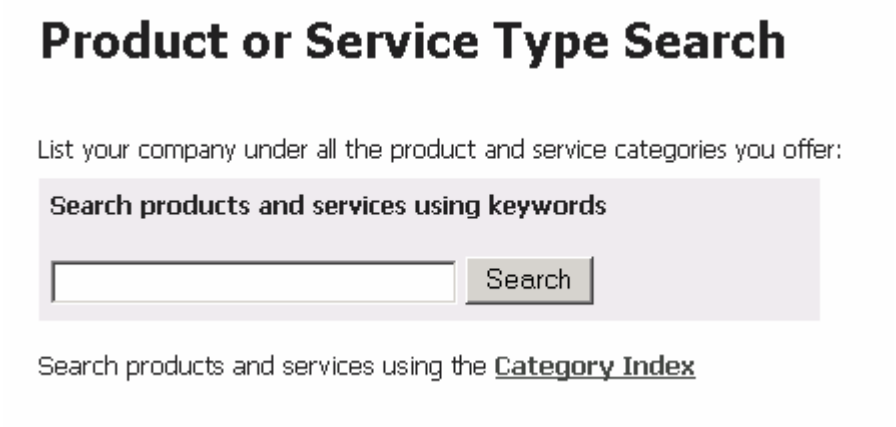
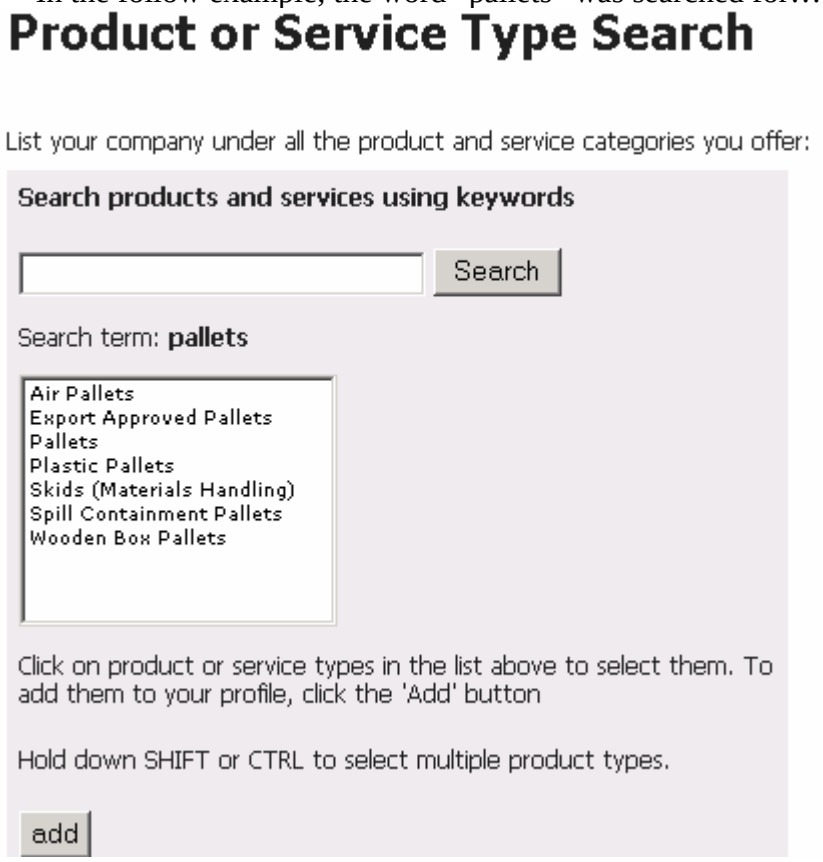

Product or Service Type Search
List your company under all the product and service categories you offer:
Search products and services using keywords
Search
Search products and services using the Category Index

- Simply type the generic name for the product or service that your company offers. Do not use brand names for products, rather use their commodity name.
- In the follow example, the word "pallets" was searched for…


Product or Service Type Search
List your company under all the product and service categories you offer:
Search products and services using keywords
Search
Search term: pallets
Air Pallets
Export Approved Pallets
Pallets
Plastic Pallets
Skids (Materials Handling)
Spill Containment Pallets
Wooden Box Pallets
Click on product or service types in the list above to select them. To add them to your profile, click the 'Add' button
Hold down SHIFT or CTRL to select multiple product types.
add

- Once you search on a product or service category, you will be provided with a list of keywords that are related to your business. Simply highlight the ones that pertain to your business and click the "add" button.

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List your company under all the product and service categories you offer:
Search products and services using keywords
Search
My Company Will Be Found Under:
Pallets Delete
Plastic Pallets Delete
Skids (Materials Handling) Delete
Wooden Box Pallets Delete
Search products and services using the Category Index

- You have the ability to select multiple categories for your business. The more categories you register to, the more likely you will be selected in upcoming RFX events. For instance, if you run a manufacturing facility, you may want to register your business under both "machining services" and "manufacturing services".
- After you select your company's product or service categories, you are done, and can now be found and contacted by Buyers using the site.
- You can always create new product or service categories later by accessing the "Dashboard" -> "Account Management" -> "**Edit your service / product categories**"

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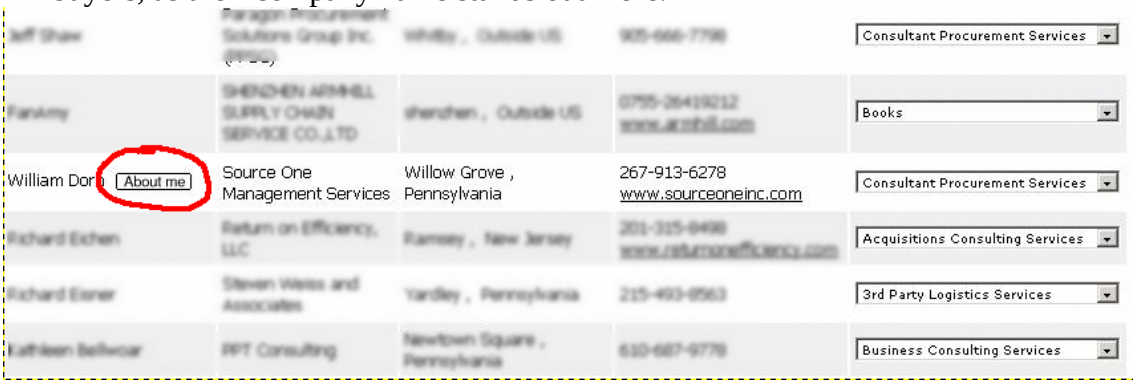
Creating an "About Me"

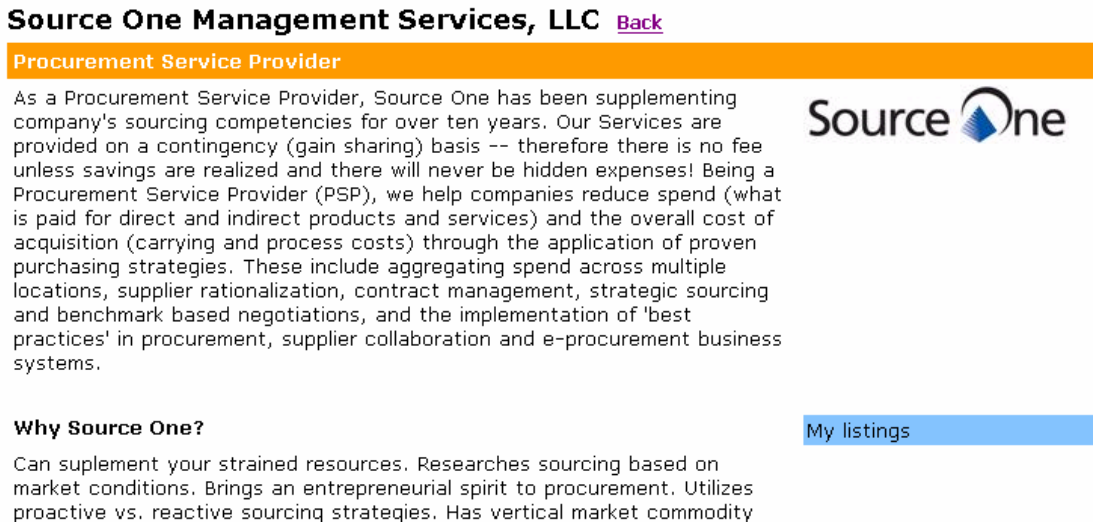
1.) Benefits

a. An "About Me" allows you to write a brief profile about your company or services and provide potential clients with a summary of your business.
b. Users who have activated their "About Me" usually receive more interest from buyers, as their company name stands out more.



2.) Creating an "About Me"

a. To create an "About Me" simply login to WhyAbe.com and go to "Dashboard" -> "Account Management" -> "About me".
b. You will be asked to select a template and fill out information. You can upload an image of your company logo, or products that you sell, and can create up to two additional paragraphs describing your company or products.
c. Your completed about me will look similar to the one below:


Source One Management Services, LLC
Back
Procurement Service Provider
As a Procurement Service Provider, Source One has been supplementing company's sourcing competencies for over ten years. Our Services are provided on a contingency (gain sharing) basis -- therefore there is no fee unless savings are realized and there will never be hidden expenses! Being a Procurement Service Provider (PSP), we help companies reduce spend (what is paid for direct and indirect products and services) and the overall cost of acquisition (carrying and process costs) through the application of proven purchasing strategies. These include aggregating spend across multiple locations, supplier rationalization, contract management, strategic sourcing and benchmark based negotiations, and the implementation of 'best practices' in procurement, supplier collaboration and e-procurement business systems.
Source One
Why Source One?
Can suplement your strained resources. Researches sourcing based on market conditions. Brings an entrepreneurial spirit to procurement. Utilizes proactive vs. reactive sourcing strategies. Has vertical market commodity
My listings

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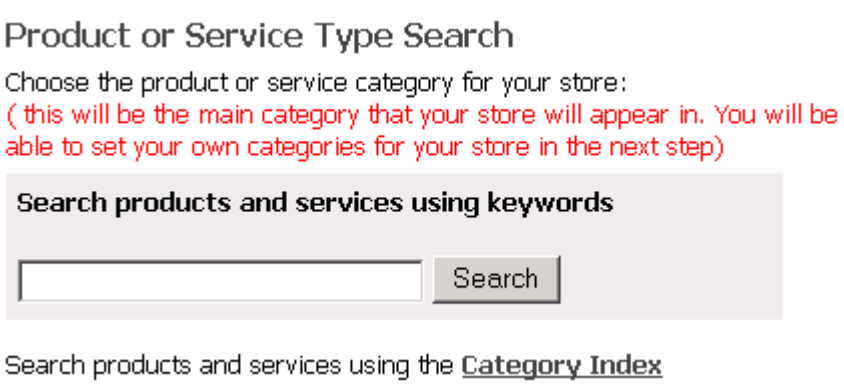
Stores

1.) Benefits and Overview

a. WhyAbe.com provides free basic stores to all of its users. Suppliers are able to sell up to ten products or services at any given time without any costs whatsoever. WhyAbe.com even supports PayPal® transactions, and does not charge any commissions or fees for the sale of your items.
b. Suppliers can list products and services that they sell or market and reach thousands of buyers that use WhyAbe.com
c. WhyAbe Stores are completely compliant with leading search engines and several leading "shopping bots". By creating a store, you not only reach the WhyAbe.com audience, but any shopper on the web.

2.) Creating a Store

a. To open your store, login to www.WhyAbe.com, select the "Dashboard" button at the top of the page. Then go to "Stores Management". Click the link "Open Your Store Today!"
b. You will be asked to classify the products or services that you intend to list in your store:


Product or Service Type Search
Choose the product or service category for your store:
(this will be the main category that your store will appear in. You will be able to set your own categories for your store in the next step)
Search products and services using keywords
Search
Search products and services using the Category Index

c.
d. Type in the Product or Service **Category** that you are looking to list in the store. Do Not use Brand Names; this step is used to classify your items, not to name them.

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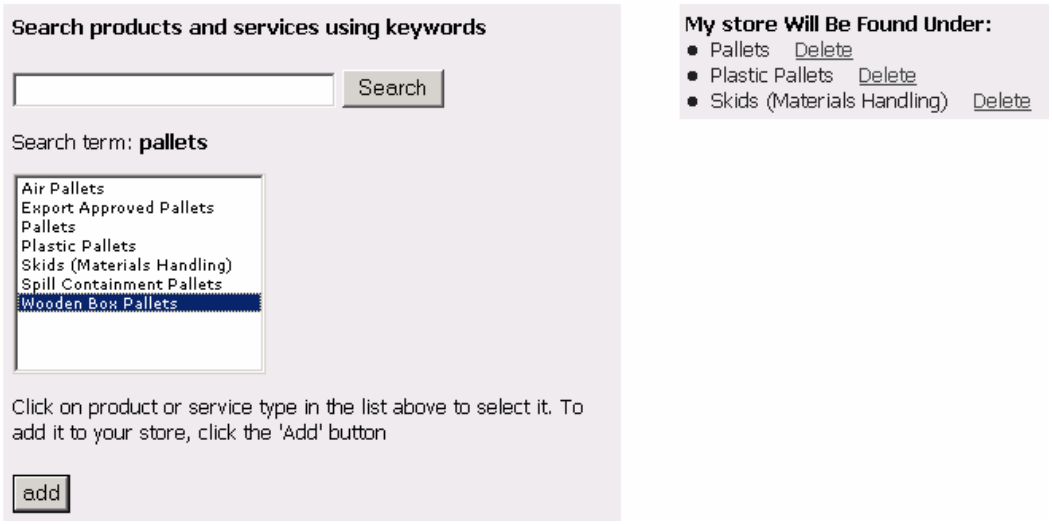
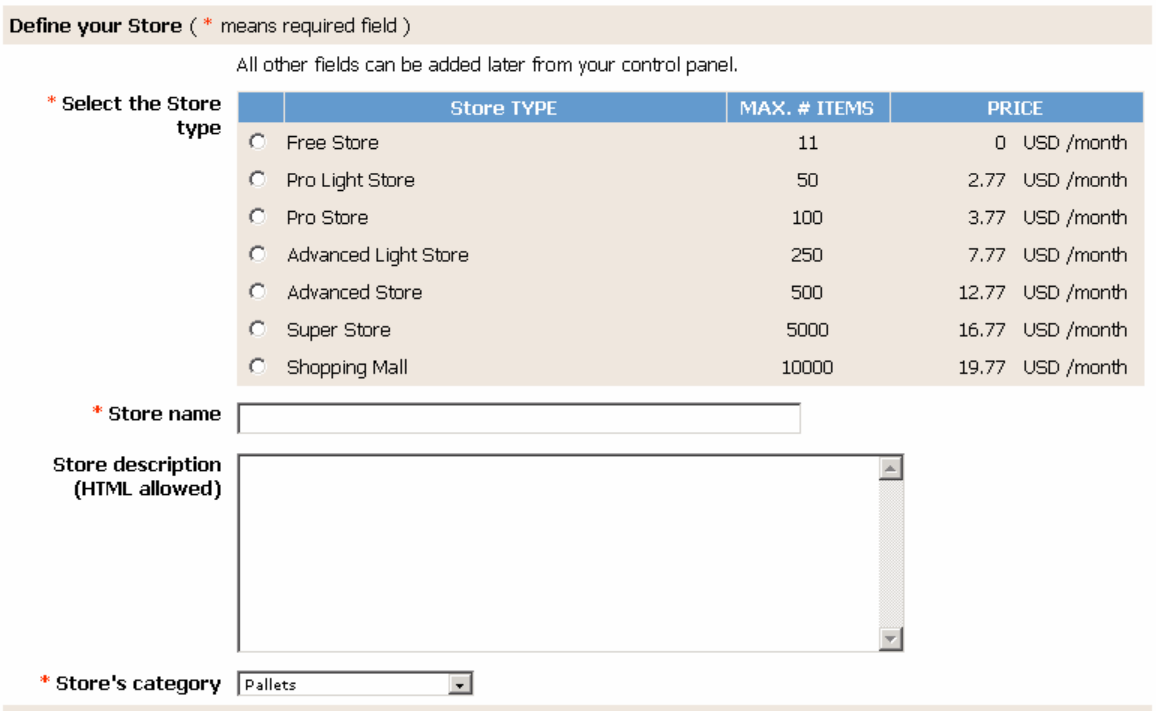
e. You may select multiple categories if you are going to be selling/marketing multiple products:


Search products and services using keywords
Search
Search term: pallets
Air Pallets
Export Approved Pallets
Pallets
Plastic Pallets
Skids (Materials Handling)
Spill Containment Pallets
Wooden Box Pallets
Click on product or service type in the list above to select it. To add it to your store, click the 'Add' button
add
My store Will Be Found Under:
Pallets Delete
Plastic Pallets Delete
Skids (Materials Handling) Delete

f. Note that selecting the proper categories for your products or services will also help search engines such as Google® find your products or services

g. When you are finished selecting the Products or Services to classify your store, click the button to continue.

h. You will now begin to create your store, starting with "Define your Store"


Define your Store (* means required field)
All other fields can be added later from your control panel.
* Select the Store type
Store TYPE
MAX. # ITEMS
PRICE
Free Store 11 0 USD /month
Pro Light Store 50 2.77 USD /month
Pro Store 100 3.77 USD /month
Advanced Light Store 250 7.77 USD /month
Advanced Store 500 12.77 USD /month
Super Store 5000 16.77 USD /month
Shopping Mall 10000 19.77 USD /month
* Store name
Store description (HTML allowed)
* Store's category
Pallets

i.

j. If you would like to use WhyAbe.com free stores, you must select the first option "Free Store" Remember; there are absolutely no charges from WhyAbe.com for creating this store.

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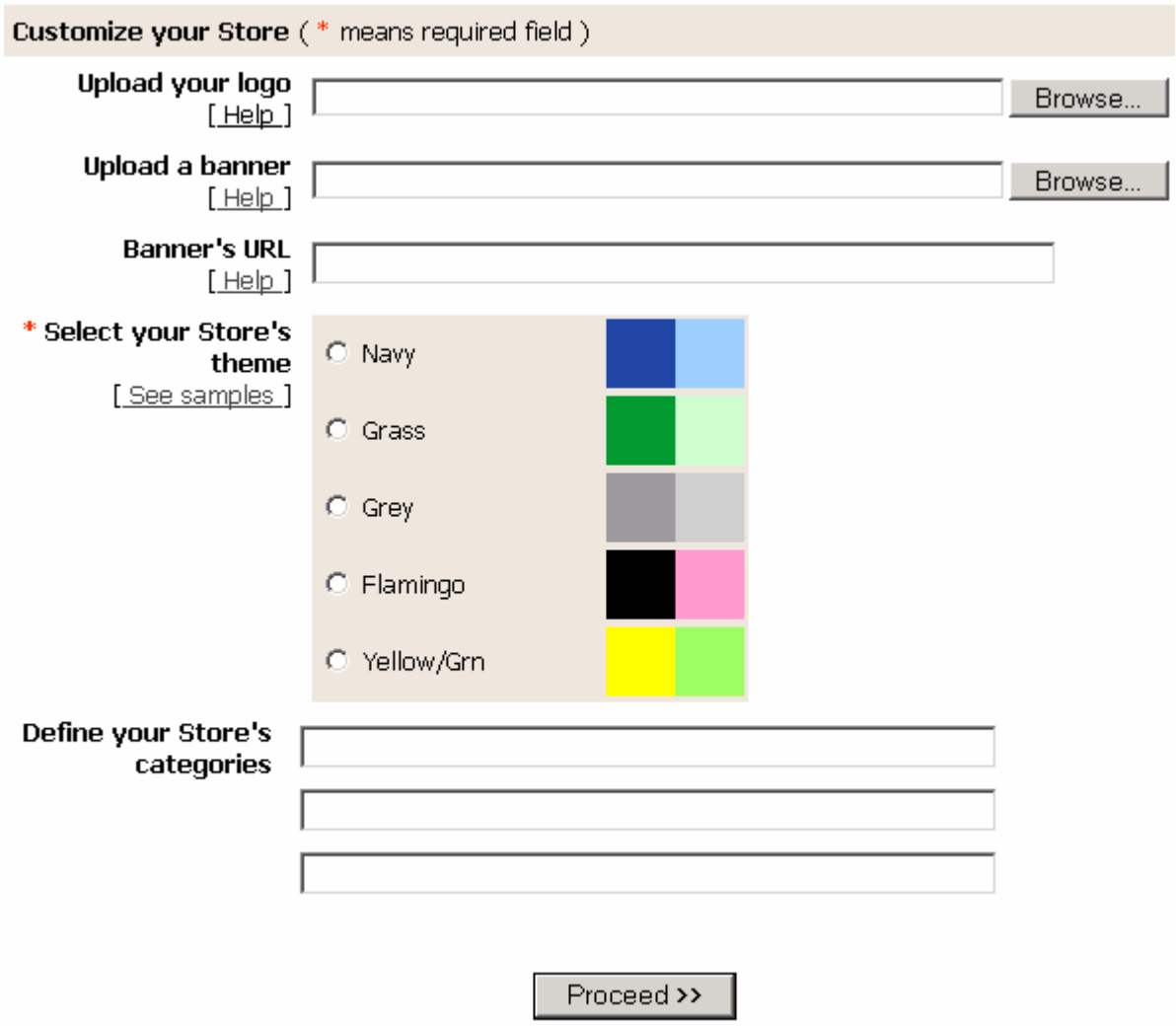
k. Store Name: This will be the name of your store that will be displayed when users are searching for products or services or browsing by store type. No HTML is allowed in this field
l. Store Description: This will be the main "body" of your store, and allows you to create a robust description of your company as well as the products or services that you sell. HTML is allowed (hyperlinks to your company website or images) as well as modification to font styles and colors.
m. Next you will Customize your Store



n.
o. Upload your Logo: You may upload your company logo (gif/jpg format max size 5kb, 200x144)
p. Upload a Banner: You may upload a banner ad for your company (30 Kbytes. Recommended maximum size: 468x60)
q. Banner's URL: You may hyperlink your banner to your own website. You must use the full path to the website URL (including http://).
r. Select your Store's Theme: Select the color scheme for your store that works best with your company's image.

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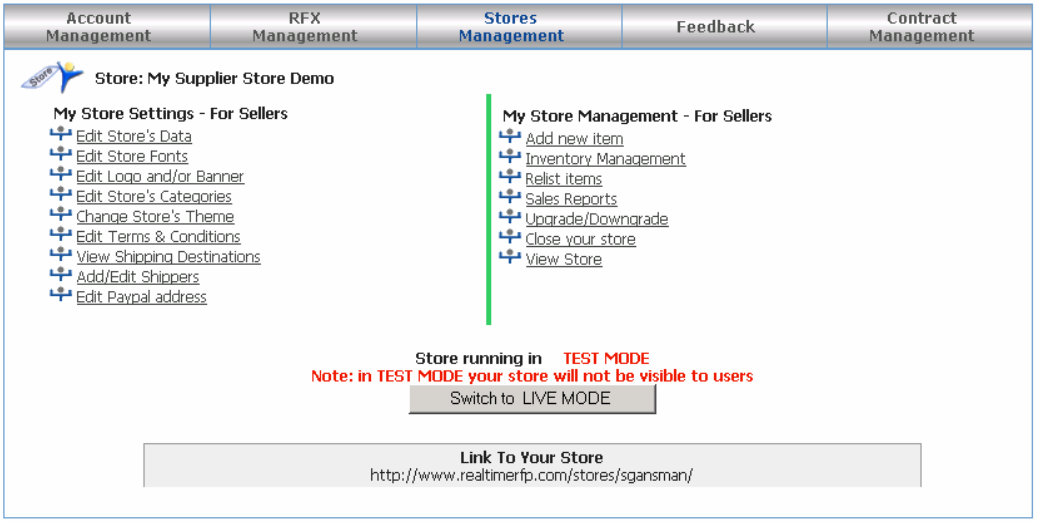
s. Define your Stores Categories: WhyAbe provides the flexibility to create your own store categories. This step is to help additionally identify the category that your individual items will be listed under, and does not represent the name of the items themselves. Most suppliers define their categories by the product type. For instance "wooden pallets, plastic pallets, and wooden boxes." You may also choose to classify your categories by a product brand name such as "Nike®, Reebok®, etc." Proper classification will help users navigate your store easier. Later in the process, you will add items under each category.

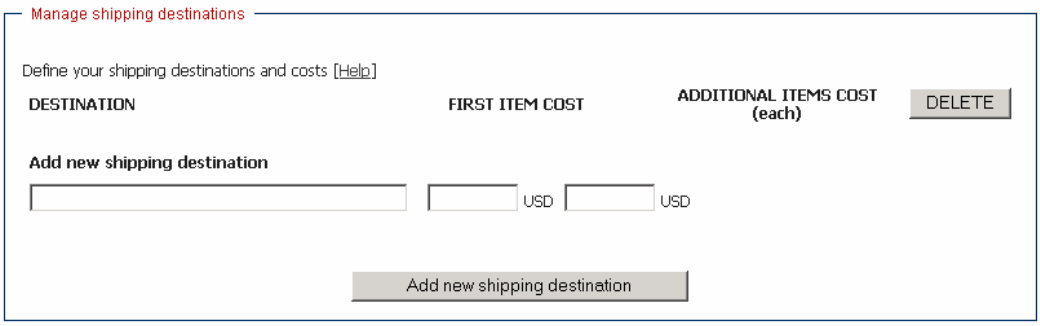
t. When you are finished building your store, click the "Proceed" button to move to the next step. ____



u.

v. Now that you have created the layout of your store, you can begin to define the criteria for the items/services to be sold. You should start with "Edit Terms & Conditions" in which you can define your payment or contract terms for all items in your store.

w. Next, you must edit your Shipping Destinations. Click the link for "View Shipping Destinations"



x.

y. You must create default shipping destinations that you will assign to items later on. You will be able to adjust the individual pricing for each item when you list the item for sale, however you must start with some generic shipping destinations and costs.

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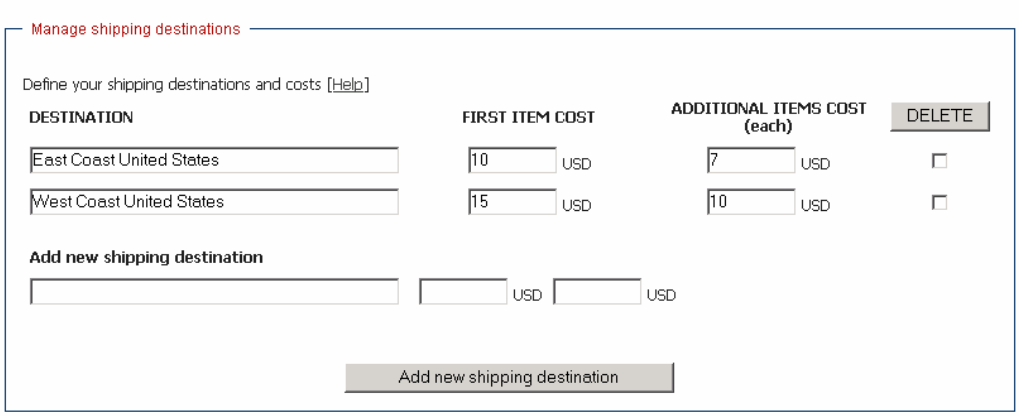
z. Example:



When you are finished creating shipping destinations, click the "Dashboard" button at the top of the page.

3.) Creating Items for Sale

1.) Now that you have created your store, you can list items for sale.

2.) In your Dashboard > Stores Management > click the "Add new item" link

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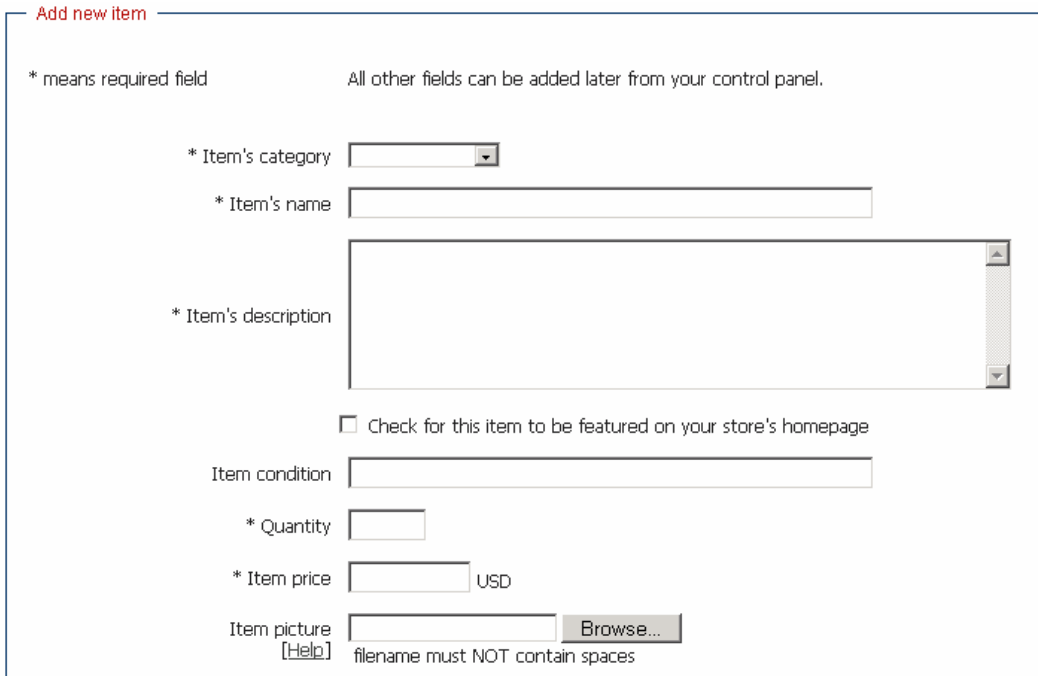
3.) 

You will now be asked to upload the information about your item/product/service.

4.) First, select the category that the individual item will be listed under. These are the categories that you set up at the end of the store creation process. You can modify these categories by returning to your dashboard and clicking the link "Edit Store's Categories"
5.) Item Name: Type in a brief name of the item, this will also be a key search field for users searching the site as well as search engines that categorize WhyAbe's content.
6.) Item's description: Enter a description of the individual product or service that you would like to sell.
7.) Check for this item to be featured…: If you check this box, the item that you create will be shown as a featured item on the homepage of your store.
8.) Item Condition: Enter if the product is new, refurbished, used, etc.
9.) Quantity: How many items are you selling? Note: Buyers can purchase multiple items, and WhyAbe does have an inventory tracking system so that you can see purchases.
10.) Item Price: Enter the Unit cost for the item
11.) Item Picture: Upload a picture (jpg, gif) of the item

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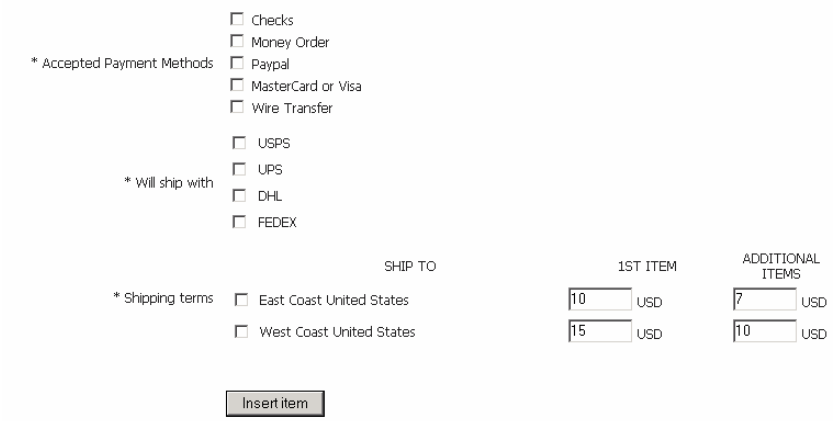

12.)
13.) You must now select the accepted payment methods, shipping methods and costs for shipping. If you would like to modify the default terms in any category, you can do so by returning to your dashboard and selecting the appropriate link.
14.) When you are finished click the "Insert Item" button.
15.) Repeat the steps above to create additional items.

Activate your Store

1.) When you are finished uploading your items, you must activate the store so that users of WhyAbe.com can see your products or services.

2.)
3.) Simply click the button "Switch to Live Mode"
4.) You are now finished. Note: WhyAbe provides you with a direct URL to your store:

5.)
6.) You can now manage sales and inventory from your dashboard. You will be notified by WhyAbe email (and PayPal® if activated) of any pending sales.

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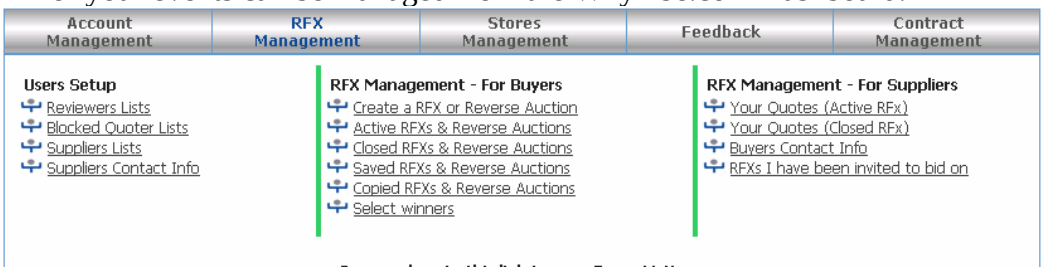
Responding to RFX Events

1.) Benefits and Overview

a. WhyAbe.com provides a free portal for Buyers and Suppliers to collaborate on strategic purchases of goods and services. WhyAbe.com supports Request for Proposals, Requests for Information, and two forms of Reverse Auction Events.
b. There are no charges for any of the tools on WhyAbe.com, regardless of if you are a buyer, supplier, or whether or not you are awarded the business.
c. Suppliers who have registered on the site may be invited to new business opportunities from prospective customers they may otherwise have not known about.
d. Suppliers and Buyers have a single interface to communicate details and respond to bids, and will be working in real-time.

2.) Dashboard

a. All of your events can be managed from the WhyAbe.com Dashboard.



b.
c. Login to WhyAbe.com, select the “Dashboard” button at the top of the page, then the link for “RFX Management”
d. As a supplier, you can see all activity for both active and closed RFX events that you have participated in on the right hand side of your dashboard under “RFX Management – For Suppliers”

3.) Responding to a RFX

a. To see and respond to RFX events that you have been invited to, click the link “RFXs I have been invited to bid on”
b. After you select the link to the RFX you have been invited to bid on, you will be taken the the RFX listing page.

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Send to a friend | Send e-mail to Buyer
Plastic Pallet Reverse Auction Supplier Rank
Reverse Auction - Supplier Rank Listing
Add to your watch list
Buyer : buyer1 About Me
Ends within: 2 days 0 hours 56 minutes and 4 seconds
Listing start : October 02, 2007 - 12:00 EST
Listing ends : October 04, 2007 - 12:00 EST
Currency: USD
Bid Decrement: 1.00 %
Attached documents: No documents attached
Public forum
Listing ID : 1088091
Private forum
Bid now!
Bid on Entire Project
Help
Listing Description
This is a test of the supplier Rank reverse Auction for Plastic Pallets. Please place bids as both line items and as the "entire project" Please place bids that are within a few dollars of the "next allowed bid" so that we can run the auction for a while. Try to place bids that are too high, etc.
Line Items
Line Item Name | QTY | U/M | Your Last Bid | Shipping Zip | Shipping Terms | Description | Attachments
Line 3 or Line C | 222 | ea | No Bid USD | 19090 | | this is the third line item for this test | Compressor.jpg
Line B | 555 | ea | No Bid USD | 18901 | delivered | This is a line b item |
Line Item 40 x 48 Line A | 88 | ea | No Bid USD | 18901 | delivered | This is a test for line A please place bids | Plastic_Pallet_Drawing.ppt
Place Line Item Bid(s)

c.

d. You will see all of the information that the buyer has supplied to you at this time. Including a detailed description of the event, the time left to bid (or until the event starts) as well as any line items, attachments, drawings or pictures that the buyer has supplied.

e. There are three types of RFX events, which will be indicated at the top of the page directly under the Listing Title (in the above example, this event is a Reverse Auction – Supplier Rank"

   i. *Request for Proposal* – In a RFP event, the buyer wishes the supplier to place bids for their products or services, or respond to an attached questionnaire or spreadsheet.
      1. Suppliers are not able to see what other suppliers are bidding, and not required to bid a lower cost than other suppliers who are participating.

   ii. *Reverse Auction – Supplier Rank* – Supplier are asked to participate in a RFX event that is reverse auction style. Reverse Auctions supplier rank allows the supplier to see the overall rank their bid is in relation to all other suppliers that are bidding on the same event.
      1. Suppliers will never see the company name or company information of the other competing bidders, only their rank in relationship to the other bidders.
      2. Buyers may establish additional criteria in their Reverse Auction, such as denying duplicate bids from two different suppliers, or forcing bids to be decremented by a pre-established % so that your bid is a certain percentage lower than a previous bid.
      3. Buyers may also enact "bid sniping" which automatically extends the life of the auction if a supplier bids within a pre-defined time before the event ends.

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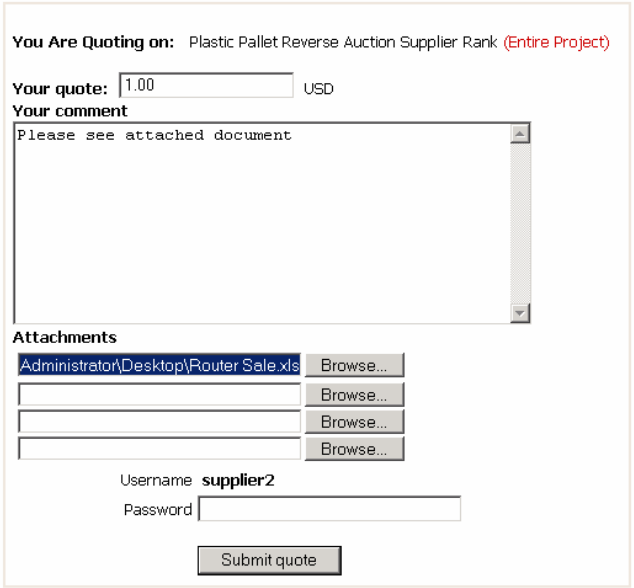
iii. *Reverse Auction – Lowest Bid* – Supplier are asked to participate in a RFX event that is reverse auction style. Reverse Auctions Lowest Bid allows the supplier to see the current lowest bid out of all of the suppliers that are participating in the event.
    1. Suppliers will never see the company name or company information of the other competing bidders, only the lowest bid amount of that line item or basket of items.
    2. Buyers may establish additional criteria in their Reverse Auction, such as denying duplicate bids from two different suppliers, or forcing bids to be decremented by a pre-established % so that your bid is a certain percentage lower than a previous bid.
    3. Buyers may also enact "bid sniping" which automatically extends the life of the auction if a supplier bids within a pre-defined time before the event ends.

f. Regardless of the type of event, there are several ways that a supplier may bid on the event. This criteria is usually established up-front by the buyer.
    i. Attachments – Suppliers have the ability to add attachments and comments to every bid they place. (an example would be shipping terms and conditions, or a contract) There is no need to re-upload the attachments during each bid, once an attachment has been uploaded by the supplier, the buyer will have access to it throughout the life of the event.
    ii. *Bid On Entire Project* – In this type of bid, the supplier is asked to place a bid on all items associated with the RFX event. There are several different uses of this type of bid.
        1. In an RFX event that is informal, or a formal event that has many line items, the buyer may upload bid criteria documents, or templates and may ask the supplier to fill out the documents and then upload the document itself as the bid. In this situation, the supplier can simply place a bid of $1.00 and upload the completed document as their bid.



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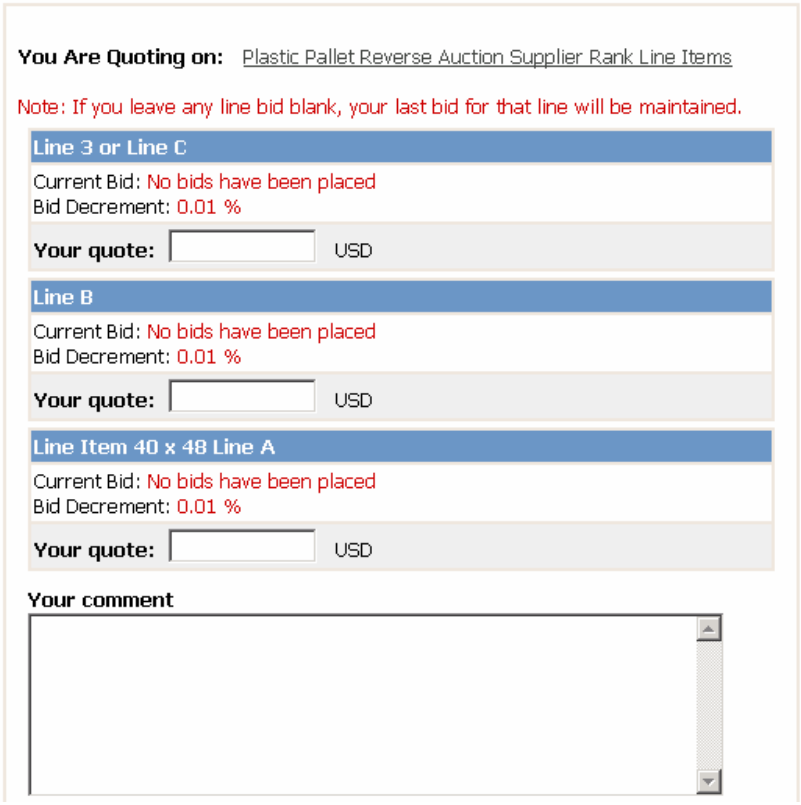
2. In the event that the RFX listing has multiple line items that were asked to be bid on separately, the supplier may choose to upload a bid for the "entire project" rather than bidding on each individual line item. For example: A buyer is looking to by three manufactured components. The supplier bids on each one individually, but also offers a total lower cost bid if they are awarded all three components.

iii. *Line Item Bid* – Line items bids are used when a buyer would like the supplier to bid on multiple line items (usually under 10 items). Each line item is treated as a separate bid amount, and the overall cost of all of the line items does not affect the ranking of each individual line item.

1. Depending on the type of event that was chosen by the buyer, the supplier will see different criteria for the line items. For instance, a Reverse Auction may indicate what the next bid needs to be, while a Request for Proposal will allow any bid to be placed.

2. 
You Are Quoting on: Plastic Pallet Reverse Auction Supplier Rank Line Items
Note: If you leave any line bid blank, your last bid for that line will be maintained.
Line 3 or Line C
Current Bid: No bids have been placed
Bid Decrement: 0.01 %
Your quote: USD
Line B
Current Bid: No bids have been placed
Bid Decrement: 0.01 %
Your quote: USD
Line Item 40 x 48 Line A
Current Bid: No bids have been placed
Bid Decrement: 0.01 %
Your quote: USD
Your comment

iv. After an Event has been completed, the Buyer may contact the supplier directly, or through the site to let the supplier know if they were awarded the business.

v. Suppliers can always go to their dashboard to see previous bids and all events that they have participated in.

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